

EXHIBIT B

Mailing List Finder

All Mailing Lists

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2 Results

3 Data Card

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**POSTAL, EMAIL AND
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RODALE, INC. MAGAZINES ENHANCED MASTERFILE Mailing List

Rodale, Inc. is the leading publisher of magazines which provide actionable, authoritative and engaging health and wellness content. This magazine's Masterfile has been built from each of their active titles which include Bicycling, Men's Health, Organic Gardening, Prevention, Runner's World, and Women's Health Magazine. Whether they are looking to eat smarter, run faster, live greener, or feel better, these readers look to Rodale to help improve their lives.

- Get Count
- Get Pricing
- Get More Information

SEGMENTS		COUNTS THROUGH 01/10/2014		POPULARITY: <div>99</div>	
4,037,432	TOTAL UNIVERSE / BASE RATE		\$105.00/M	MARKE	BUSINESS AND CONSUMER
4,037,432	ACTIVE U.S. SUBSCRIBERS		\$105.00/M	CHANNELS:	
292,123	DEC'13 SUBSCRIBERS		+ \$17.00/M	SOURCE:	DIRECT MAIL SOLD
912,314	3M SUBS		+ \$12.00/M	PRIVACY:	UNKNOWN
1,854,129	6M SUBS		+ \$6.00/M	DMA?:	YES - MEMBER
133,440	3M COAS		+ \$16.00/M	STATUS:	STANDARD PROVIDER
848,208	3M PAID SUBS		+ \$22.00/M	GEO:	USA
421,573	3M DTP SUBS		+ \$23.00/M	GENDER:	66% FEMALE 32% MALE
582,308	3M RENEWALS		+ \$28.00/M	SPENDING:	\$27.00 AVERAGE ORDER
1,068,634	6M EXPIRES		\$50.00/M	SELECTS	
1,892,767	12M EXPIRES		\$50.00/M	1 MONTH HOTLINE	\$17.00/M
145,102	ACTIVE CANADIAN SUBS		\$115.00/M	3 MONTH HOTLINE	\$12.00/M
44,908	12M CANADIAN EXPIRES		\$60.00/M	3RD PARTY BLOW IN	\$15.00/M
	FUNDRAISER RATE		\$75.00/M	6 MONTH HOTLINE	\$6.00/M
	NON-AFFINITY CATALOG RATE		\$80.00/M	ADULT AGE	\$11.00/M
	INSURANCE RATE		\$75.00/M	AILMENT	\$16.00/M
DESCRIPTION				CAT SEL. CAP	\$12.00/M
<p>Rodale, Inc. is the leading publisher of magazines which provide actionable, authoritative and engaging health and wellness content. This magazine's Masterfile has been built from each of their active titles which include Bicycling, Men's Health, Organic Gardening, Prevention, Runner's World, and Women's Health Magazine. Whether they are looking to eat smarter, run faster, live greener, or feel better, these readers look to Rodale to help improve their lives.</p> <p>The Rodale, Inc. database has been enhanced with Equifax, Ethnic Technologies, Experian, Infobase, and Morbank data to offer the strongest information available on the market today. Also included in these enhancements is data from the Rodale, Inc. direct mail survey responders which add another dimension to this overlay. By combining Rodale's RFM data with these enhancements, Rodale, Inc. gives mailers the opportunity to target their true prospects who already reside within this powerful database.</p> <p>Enhancements Available:</p> <p>Adult Age</p>				COA'S	\$16.00/M
				CONTRIBUTERS/DONORS	\$16.00/M
				DWELLING SIZE/TYPE	\$11.00/M
				ETHNICITY	\$16.00/M
				F/R SEL. CAP	\$12.00/M
				FSA	\$9.00/M
				FSA SET UP	\$75.00/F
				GENDER/SEX	\$6.00/M
				GIFT GIVERS	\$16.00/M
				INCOME SELECT	\$11.00/M
				LIFESTYLE	\$16.00/M
				NEW TO FILE	\$16.00/M
				PAID	\$11.00/M
				PRESENCE OF CHILD	\$11.00/M
				PROVINCE	\$9.00/M
				RELIGION	\$16.00/M
				RENEWALS	\$16.00/M
				SCF	\$9.00/M
				SOURCE	\$11.00/M
				STATE	\$9.00/M
				ZIP	\$9.00/M

**Exact Data**

877-972-4876

**EXACT DATA
MAKES IT
EASY
TO FIND YOUR
TARGET
AUDIENCE**

**FILTER YOUR
LISTS WITH
UNIQUE SELECTS AND
FIND YOUR TARGET
MARKET**

GET A FREE QUOTE

Household Income

Presence/Gender of Child

Home Owner/Renter

Ethnic (inquire for additional selects):

African-American

Hispanic

Religion (inquire for additional selects):

Catholic

Jewish

Protestant

Lifestyle/Interests (inquire for additional selects):

Arts

Theatre / Performing Arts

Collectibles

Coin Collecting

Stamp Collecting

Gourmet Cooking

Low Fat Cooking

Vegetarian Cooking

Wine

Crafts

Sewing

Quilting

Gardening

Vegetable Gardening

House Plants

Bird Watching

Home Improvement (DIY)

Home Decorating

Travel

Foreign Travel

Domestic Travel

Woodworking

Dieting/Weight Loss

Nutrition

Organic Products

Self-Improvement

Tennis

Golf

Bike

Walking

Yoga

Hunting

Fishing

Equestrian

Boating

Reading

Read Bible/Devotional/Religious/Inspirational

Read Science Fiction

Grandchildren / Grandparents

Parenting

Own a Cat

Own a Dog

Plus Size Women's Apparel

Personal Investing

History/Military

ZIP SET UP	\$75.00/F
ADDRESSING	
KEY CODING	
EMAIL	\$50.00/F
FTP	\$50.00/F
RELATED LISTS	
<input type="checkbox"/>	FOCUS USA MASTERFILE
<input type="checkbox"/>	CONDE NAST TRAVELER MAGAZINE
<input type="checkbox"/>	HEARST MASTERFILE
<input type="checkbox"/>	TARGETSOURCE U.S. - MASTERFILE
<input type="checkbox"/>	EVANGELICAL & EASTERN RELIGION PRACTITIONERS & INTEREST
<input type="checkbox"/>	OCCUPATION DATABANK
<input type="checkbox"/>	RODALE, INC. BOOK BUYERS ENHANCED MASTERFILE
<input type="checkbox"/>	SCIENCE OF MIND
<input type="checkbox"/>	PROFILE AMERICA POSTAL AND EMAIL MASTERFILE
<input type="checkbox"/>	APPALACHIAN MOUNTAIN CLUB

Celebrities

Ailments (inquire for additional selects):
Allergies
Arthritis Diabetes
High Cholesterol
Homeopathic
Orthopedic

Charitable Donors (inquire for additional selects):
Charitable Donors (General)
Cultural Causes
Animal Welfare
Arts & Culture
Children's Causes
Health Causes
International Aid
Religious Causes
Veterans Causes
Environmental/Wildlife
Political
Democratic Donors
Republican Donors

Selectable by individual title - see separate data cards

***** Fast Facts *****
Average Age.....52
Average Income.....\$84,000

ORDERING INSTRUCTIONS

- To order this list, contact your List Broker and ask for NextMark List ID #314391 or [click here to place your request](#).
- 5,000 NAME MINIMUM ORDER \$0.00 MINIMUM PAYMENT
- 85% NET NAME AVAILABLE ON ORDERS OF 50,000 OR MORE (\$10.00/M RUN CHARGE)
- EXCHANGE IS AVAILABLE
- REUSE IS AVAILABLE

- Get Count
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